

# MOHAMED BELKAHLA

## SENIOR EXECUTIVE SALES & MARKETING DIRECTOR

Motivated, organized, serious, dynamic, negotiator, accomplished business developer with 15 years of extensive experience in customer services, and generate new business in an extremely competitive industry.

Focused on driving sales and building relationships through strategic marketing.

Generated increased revenues during times of growth and consolidation by understanding market need and identifying opportunities.

Effectively produced budgets in excess, through execution of well developed sales and marketing plans. Established reputation for strong work ethic, outgoing nature, and positive attitude when dealing with clients, colleagues and outside resources.

Pride myself in the relationship building skills I have learned and developed through my entire career.



**Profile** : [https://app.assessfirst.com/\\_/profile/qpumgz1i-mohamed-bel-kahla](https://app.assessfirst.com/_/profile/qpumgz1i-mohamed-bel-kahla)

## WORK EXPERIENCE

2015→Today | **Sales & Marketing Director** |  
**The Penthouse Suites Hotel 5\* Tunis**

**Responsibilities** : Identified and targeted key accounts action plans to implement aggressive sales incentives to assist in increasing the occupancy

To lead and manage over 6 staff in order to attain an annual revenue target.

To successfully meet the pre-determined sales targets with focus on revenue generation rather than the volume of units sold.

To gain in-depth knowledge of the hospitality industry and identify the main players having a direct influence on the local and international tourism market.

Sales tools such as CRM, Yield and Revenue management.

**Key Achievements**: Recruited staff and managed to achieve a sales revenue.

Increase turnover compared to the previous year +200%

2014 – 2015 | **Sales & Marketing Director** |  
**Samarons Hotel 5\* Tunis**

**Responsibilities**: Manage a team of 3 sales representatives and set up an attractive sales strategy to reach our budget.

Implemented a guest referral program to protect clients from going to the competition, and to help identify additional leads.

Attended trade shows, community events, and industry meeting

Held a through knowledge of the market trends, competition, and customers

Efficient communication between all hospitality market.

**Key Achievement**: Reach budget over 150% compared to the sales goals.

2014 – | **Senior Sales Executive** |  
**Africa Hotel El Mouradi 5\* Tunis**

Approach and prospect new markets.

Build loyalty with existing customers.

Taking care of Corporate & Mice & Travel Agency collaboration and contracting.

2012 – 2014 | **Corporate Sales Executive in charge of**  
**Group YADIS hotels** |

**YADIS TUNISIA (Djerba5\*-Kebili4\*-Ksar Ghilane5\*-**  
**Tozeur5\*-Hammamet4\*- Tunis3\*- Tabarka3\*)**

Daily sales call, door-to door, lead mainly corporate segment and events with a high level of motivation and commitment.

2004 – 2011 | **ACCOMMODATION SKILLS** |

**Sheraton Tunis & Tower, Golden Tulip Carthage, Concorde**  
**Tunis & El Mouradi Hammamet & Sheraton Hammamet**

All reception and reservation services successfully completed

## Education & Training

2005-2008 – **Hotel Management**

– Higher Professional Institute of Tourism  
Sousse – I.S.P.T

Hotel Management Accommodation

Higher Technician's Certificate

2003-2005 – **Professional Technician Certificate**

– Hotel School of Nabeul

Professionnel Technician at Reception

2001-2002 – **Baccalaureate**

– Mathematics

Baccalaureate Level

## SKILLS

INDUSTRY EXPERTISE	
LEADERSHIP	
STRATEGIC PLANNING	
BUSINESS PROCESS IMPROVMENT	
TEAMWORK & TEAM DEVELOPMENT	
VENDOR –CONTRACTS MANAGEMENT	

## LANGUAGES

Arabic	
English	
French	
Italian	
German	

## CONTACT

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